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Chrysanthemum

Price List

and

Order Blank

1933



Geneva Floral Co.

GENEVA, N. Y.

S P E C I A L N O T I C E

15% off on all Cash With Order orders mailed before Feb. 15, 1933.

5% off on all orders not cash mailed before Feb. 15, 1933. These cash in advance orders are a great help to us in determining the amount of stock to provide for varieties most in demand for this season.

This offer goes only to our old customers and many of them have taken advantage of it during the past few seasons.

You have the privilege of changing your order in any way, if you find later you want to do so, or you may cancel.

We thank you for past favors and are confident we can please you this year. Get your order in early.

Respectfully,

GENEVA FLORAL CO., Geneva, N. Y.

OUR GUARANTEE:—We deliver Chrysanthemum rooted cuttings or transplanted cuttings by parcel post prepaid up to the 6th zone or 1400 miles from Geneva and guarantee safe delivery. Stock not satisfactory when received may be returned at once and money refunded, or slight difficulties will be adjusted and you keep the stock. Outside this territory stock travels at buyers risk and expense.

To the Trade:

Without question we have the largest and best stock to propagate from this season that we have ever had.

A large portion of our stock is grown in the field all summer and is in fine shape.

The average retail florist growing a few hundred or a few thousand Mums each year can hardly afford to grow his own when he can buy GUARANTEED STOCK at the prices we offer, and if he will order in advance his stock will be delivered just when wanted. He cannot produce the quality of stock he can buy from the Specialist.

Also, count on FREE DELIVERY of Rooted Cuttings to your P. O. address.

We have arranged so you can use this list for an Order Blank if desired. Another list will be mailed you with acceptance of order.

We gladly mail samples for 25c in postage.

Soft, Short Cuttings are the kinds we grow and repeat orders year after year from many of our old customers is a very conclusive testimonial as to the quality of our stock.

GENEVA FLORAL CO.
Geneva, N. Y.

BLOOMING DATES

Dates for blooming are quite misleading. This depends almost entirely on the way the crop is grown. If grown cool the crop will be retarded and if given heat it will be hurried along. The date of planting also makes some difference. If you want more particulars on blooming dates, write us and we will be glad to give any assistance possible.

ADVANCE ORDERS

If possible place your order early—and then we can either propagate especially for you or can mark your order (sold) in the regular cutting bench so when time for shipment comes your stock is ready.

Many of our customers do this and find it greatly to their advantage. We try and have reserve stock we can call on to provide for advance orders.

Always give us as much time as possible on your order.

PRICES, EXCEPT WHERE NOTED:

Rooted cuttings. . \$.50 per 10, \$3 per 100, \$25 per 1000

Potted Plants. . \$.70 per 10, \$5 per 100, \$45 per 1000.

Not less than 5 of kind at 10, 25 at 100, and 250 at 1000 rates.

Orders of 1000 or more assorted varieties may take 1000 rates.

Five percent off cash with order, two percent ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

EARLY

.....	Ambassador —A very fine large in-curved early white coming before Silver Sheen. \$5 per 100, \$45 per 1000.....
.....	Chrysolora —Incurved yellow with perfect stem and foliage.....
.....	Celestra —Globular golden yellow, good stem and foliage.....
.....	Detroit News —Early large flowering bronze. Very popular. \$5 per 100, \$45 per 1000.....
.....	Golden Queen —Old standard incurved yellow.....
.....	Golden Wave —Incurved bright yellow coming just before Sun Glow
.....	Gold Lode —The earliest yellow we offer. Good sized flower, good stem and very popular.....
.....	Governor Green —Crimson and gold and an excellent variety for middle of October.....
.....	Indianola —Bronze for early October.
.....	Justrite —Early globular pink coming the middle of October.....
.....	Oconto —An old standard white.....
.....	October Rose —Good incurved pink..
.....	Old Rose —A fine shade of deep pink following Rose Glow.....
.....	Quaker Maid —Pure white for early October.....
.....	Rose Glow —An early October large flowering dark pink. An excellent variety.....
.....	Smith's Enchantress —Early October. Enchantress pink.....
.....	Smith's Advance —The earliest white we have.....
.....	Sun Glow —Very profitable incurved yellow. This is the most called for of all the early yellows we grow for this season.....

.....	Silver Sheen —A pure white, incurved old standard.....
.....	Unaka —An early pink and a success with many growers. Plant early.....
.....	Woolf's Pink —A perfect incurved flower similar to Dr. Enguehard in color and form.....

MID-SEASON

.....	Betsy Ross —A large incurved white.....
.....	Citronelle —A choice incurved yellow and may be had for either early mid-season or late.....
.....	Charles Razer —Old standard early midseason white.....
.....	Chieftan —An old standard pink and profitable with most growers.....
.....	White Chieftan —A white sport of Chieftan.....
.....	J. W. Prince —A dark pink sport of Chieftan.....
.....	Golden Glory —A good midseason yellow.....
.....	Mefo —Large incurved creamy white for middle November.....
.....	Richmond —Bright yellow with perfect incurved form.....
.....	Rose Perfection —Seedling of Chieftan with larger flower and better color
.....	White Perfection —A white sport from Rose Perfection
.....	Smith's Brilliant —An early mid-season red that sells well and is a great producer
.....	Snow White —Large pure white with perfect incurved form and one of the most profitable commercial
.....	White Turner —An exhibition variety which is as easy to grow as any variety on the list; for the retail grower it is very necessary

..... **Yellow Turner**—This is a light yellow sport of Wm. Turner

..... **Pink Turner**—This is a pink sport of Wm. Turner.....

LATE

..... **Mrs. R. M. Calkins**—Fine large incurved late yellow.....

..... **Chattanooga**—An excellent large late white.....

..... **December Glory**—Very late large white for December.....

..... **Distinction**—Large fine pink for Thanksgiving. \$5 per 100, \$45 per 1000.....

..... **Friendly Rival**—Largest and finest yellow we have ever seen. Color sells it. Thanksgiving and later.....

..... **Garnet King**—A very profitable red..

..... **Golden King**—Large incurved yellow.

..... **Gladys Pearson**—One of the most profitable sorts of the whole list for the commercial grower—a light bronze that seems to be the correct shade for Thanksgiving

..... **Harvard**—A dark crimson

..... **Helen Frick**—Late incurved pink with excellent stem and foliage.....

..... **White Frick**—A sport from Helen Frick.....

..... **Marie de Petris**—Clear golden yellow of good size. \$5 per 100, \$45 per 1000.....

..... **Monument**—Very large incurved white with blooms compact and solid making it an excellent variety for shipping. \$5 per 100, \$45 per 1000

..... **Mistletoe**—Very late white, good even up to Christmas and after. Large incurved.....

..... **Golden Mistletoe**—Yellow sport from White Mistletoe.....

.....	Pink Mistletoe —Pink sport from White Mistletoe.....
.....	Mrs. Nellie T. Ross —Very late large yellow coming after Thanksgiving..
.....	Siedewitz, Pink —Standard late pink which is probably grown more than any other late pink
.....	Siedewitz, White —White sport from Pink Siedewitz, slightly tinted pink.
.....	Sunbeam —Large late yellow for Thanksgiving and later
.....	Sungold —Seedling of Sunbeam but a brighter shade of yellow more like Marigold.....
.....	Thanksgiving Pink —Very dark pink for Thanksgiving and later.....
.....	Tom Browne —Very large late white for Thanksgiving. Heavy stem and foliage.....
.....	Towantic —Large incurved white for after Thanksgiving, a good grower and hard to beat.....
.....	White Surprise —Very large late white for Thanksgiving.....
.....	Whittier —Fine late yellow its fine in- curved Bonnaffon form makes it a winner. You can't go wrong with Whittier

POMPONS

.....	Adironda—Best early golden bronze
.....	Autumn Glints—Choice golden bronze for November 1
.....	Boston—Hardy early bronze
.....	Captain Cook—A lovely shade of rose pink
.....	Cora Peck Buhl—Like Golden Climax but a deeper yellow
.....	Christmas Gold—Late yellow of button type
.....	Clorinda—Standard bronze for Thanksgiving
.....	Dainty Maid—Very small baby button white shaded light pink. A very attractive variety
.....	Diana—Standard mid-season white
.....	Dorothy Turner—An excellent bronze for Thanksgiving. Very popular and one of the best. Almost red when first opening
.....	Doty, Pink—An excellent pompon of button type that can be classed with the earlies
.....	Doty, White—Similar to Pink Doty except color
.....	Doty, Red—Similar to White and Pink Doty
.....	El Reno—An excellent bronze for about Thanksgiving. Rather dwarf and good for pots. Just like Bronzito
.....	Fairy Queen—Midseason, light pink of fine quality
.....	Gold Coin—Bright yellow for Thanksgiving. Excellent
.....	Golden Sceptre—Bright yellow for Thanksgiving
.....	Golden Climax—Old Standard Golden yellow
.....	Iva—Reddish bronze mid-season. A good variety

.....	LeRoy —Late light pink for Thanksgiving and after.....
.....	Leilah —Rose pink for middle October.....
.....	Minong —White for middle to late October.....
.....	Murillo —Early hardy pink, very fine.....
.....	New York —Button bronze for middle and late November.....
.....	Nuggets —Yellow button type for early November.....
.....	Pink Dot —White with pink center.....
.....	Pink Popcorn —Choice variety and a beautiful shade of pink.....
.....	Rose Charm —Bright rose pink for late October.....
.....	Rowenna —Late bronze following Clo-rinda.....
.....	Usonia —Bright pink for late Nov.....
.....	Uvalda —Earliest white.....
.....	Frank Wilcox or Mrs. BEU —Reddish bronze for Thanksgiving. This is one of the most called for varieties.....
.....	Yellow Fellow —A pleasing shade of yellow, middle November.....
.....	Yuletide —Very late white which may be had all through December.....
.....	Yellow Yuletide —Light yellow sport of Yuletide.....
.....	Zora —Early yellow for middle Oct.....

SINGLES

.....	Anna Nanzig—Dark pink sport of Godfrey
.....	Buckingham—A fine early pink
.....	Bronze Buckingham—A bronze sport of Buckingham
.....	Godfrey—A very popular pink just right for Thanksgiving
.....	Menza—A profitable white for middle and late November
.....	Golden Menza—A sport of Menza

ANEMONES

.....	Captivation—A novelty that will attract much attention
.....	Coed—Soft shade of pink with tinge of yellow in center of cushion
.....	Elizabeth—Fine yellow for Thanksgiving
.....	Garza Supreme—A superb late white and a very popular variety
.....	Izola—Deep pink and a good producer
.....	Maple Leaf—A novelty which appears to change color similar to the Maple leaf
.....	Mayellen—Cerese pink with yellow center
.....	Sorona—White with large light yellow cushion
.....	Sunshine—An excellent late yellow and a most profitable sort

CAPRICE

These are all dwarf growing varieties and are especially adapted for pot plants. The names suggest the colors.

.....	Bronze Caprice
.....	Lavender Caprice
.....	Pink Caprice
.....	Purple Caprice
.....	Yellow Caprice
.....	White Caprice

MIDGE

Fume Tobac will control Midge and is very easy to handle. It may be had from most supply houses or direct from the Uniform Products Company, Inc., 111 Fifth Ave., New York. The company furnishes tins for hanging in the house for burning the powder, and for our use we consider this the most practical of anything we have found to control Midge. We also sometimes have to spray with NICOFUME LIQUID and sometimes we use CYANOGAS, both of which are good but not so pleasant to handle as the Fume Tobac.

You need not fear Midge if you use preventatives. Our stock is clean and we keep it clean.

SNAPDRAGON

Follow your Mums with Snaps. Now that Rust can be completely controlled many find this a very paying crop. Snaps and Mums are the only wholesale crops we grow and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying and we will expect to supply you regularly. Our Rust circular is free.

FERTILIZER

As to fertilizer for Mums, we have tried many kinds with varied degrees of success but have found Smith's Mum Manure has given us the best satisfaction. This is made by the Independent Mfg. Co. of Philadelphia, Pa., and costs \$70.00 per ton. It may also be purchased at the same price through Henry F. Michell Co., 518 Market St., Philadelphia, Pa. We used $\frac{1}{2}$ lb. per bushel of soil—or about that—and a top dressing later.

Also, for a liquid Chemical Fertilizer, Chrysoline, prepared by Elmer D. Smith & Co., of Adrian, Mich., will give excellent results. This is a complete fertilizer made especially for Chrysanthemums.

CULTURAL DIRECTIONS

Many people write us for cultural directions for Mums.

This is too great a subject for an ordinary letter and the best book we know on the subject is "Smith's Chrysanthemum Manual" by Elmer D. Smith, Adrian, Mich. Price is \$1.50 and it will pay you well to have a copy.

